REMARKS

The undersigned attorney thanks Examiner Golinkoff for the careful review of this patent application. Reconsideration of the present application is respectfully requested in view of the following remarks. Claims 3-72 are currently pending in this Application with claims 1-2 being canceled without prejudice and new claims 3-72 being added by this amendment. Prior to entry of this amendment, claims 1-2 were pending in the application.

Objections to the Specification

The Examiner objected to the specification because it did not include line numbers and because it included a typographical error.

The applicant respectfully apologizes to Examiner Golinkoff for omitting line numbers in the application as filed. Accordingly, as requested, a substitute specification in accordance with 37 C.F.R. § 1.125 is submitted with line numbers, and paragraph numbers, included. Also, a few typographical errors, including the one identified by the Examiner, were corrected in the substitute specification. Accordingly, a clean copy, and a marked-up copy, of the substitute specification is submitted. Additionally, marked-up copies of the changed paragraphs are shown below for the Examiner's convenience. Further, the Applicant respectfully submits that the submitted substitute specification contains no new matter.

The Specification was amended by replacing paragraph 0003 on Page 1 with the following paragraph, marked-up to show changes:

[0003] The world wide web has exploded with new web sites. Today, most businesses want their product advertisements to reach the world market rather than the limited audience available before the Internet was invented. A web site does not succeed, regardless of how many potential customers visit the web site, if it does not retain the attention of those potential customers. Even more important than the initial attraction, however, is the ability for the web site to be constructed in a way that makes the customer want to stay and access more products,

images, and items that the web site owner wishes the visitor to access during their visit. If the web site is not constructed in a manner to allow or entice the visitor to access the objects of interest, the visitor may quickly become impatient and move to an alternate source for the objects of interest. Thus, there exists a need in the art for a tool that will evaluate a visitor's activity on the web site and implement or offer solutions to modify the web site. Such modification suggestions should allow the web site to become more efficient and easier to use for visitors. This ~~efficient~~ efficiency and ease of use would likely entice the visitors to make their user session longer and purchase more products. Unlike a physical store that a customer may visit, which has the entrance and exit pre-designed, and that may somewhat control the visitor's actions, a web site may be exited at any time, and often is, if the web site visitor is frustrated at the complexity of navigating the objects of interest. Generally web pages within a web site are uncorrelated in that there is often no causal relationship between such pages, and thus, no manner to study visitor behavior.

Additionally, paragraph 0021 on Page 6 was amended as shown below, marked-up to show changes:

[0021] As shown in Fig. 8, the queried information may, alternatively, also concern the most likely, or dominate, sequence of web pages that visitors will visit within the web site as determined by a web site analysis program. Such query may concern the typical web pages visited, typical order of web pages or typical time of visitation. Such ~~dominate~~ dominant behavior could be further defined to be limited to a particular group of visitors.

Further, paragraph 0030 on Page 8 was amended as shown below, marked-up to show changes:

[0030] As shown in ~~is~~ Fig. 13, the queried information may include a web page's URL or, alternatively, an image of a web page. The queried information may be limited to one particular web page. The queried information may include display of certain web page's HTML code.

Also, paragraph 0031 on Page 8 was amended as shown below, marked-up to show changes:

[0031] Additionally, the User **103** selects from a plurality of graphical interface formats, provided to the User **103** by the UI Controls **104**, in which to display the particular utilization. Several different types ~~type~~ of graphical interface formats can be provided and the present invention is not limited to any particular plurality of graphical formats. Examples of such formats are provided simply for clarification and do not limit the present invention.

It is respectfully submitted that the substitute specification addresses each of the Examiner's objections with regard to the specification and Applicant requests that the objection be withdrawn.

Claim Rejections

Claims 1-2 were initially rejected under 35 U.S.C. § 102(b) as being anticipated by Pogrebisky (U.S. Patent No. 5,958,008).

The Examiner asserts that Pogrebisky teaches a method for displaying patterns of utilization of a resource as claimed in claims 1 and 2 of the present application. Pogrebisky is directed toward a visual web site analysis program, providing a variety of features for facilitating the analysis and management of web sites and web site content. Pogrebisky discloses an invention that addresses many similar issues to those addressed by the present invention. The present invention, however, includes several features that are not disclosed, taught, or rendered obvious by the Pogrebisky disclosure.

Through the present amendment, claims 1-2 were cancelled and claims 3-72 were added. Claims 3-72 are directed toward certain features disclosed in the present application that Applicant submits are not disclosed by Pogrebisky.

Among the features claimed, and not disclosed by Pogrebisky, is a method for defining a task as a predetermined sequence of accesses to one or more objects of interest of said plurality of objects of interest; accessing data representative of one or more sequences of user accesses to one or more of said plurality of objects of interest; determining an association between said one or more sequences of user accesses and the performance of said task; and displaying information representative of the performance of said task. ·

Applicant respectfully submits that newly added claims 3-72 are patentable over Pogrebisky and do not introduce any new matter. Therefore, Applicants respectfully submit that the rejections should be withdrawn and Claims 3-72 advanced to issuance.

FEES

Enclosed with this Amendment and Response is a one-month petition for extension of time. Through the present Amendment and Response to First Official Action, the previously pending claims were cancelled and 70 new claims were added, including 7 independent claims. Accordingly, $681.00 is due for the additional claims fee and the one month extension of time fee. The Commissioner is authorized to debit deposit account No. 20-1507 for these fees.

CONCLUSION

The foregoing is submitted as a full and complete response to the Office Action mailed June 15, 2004. It is respectfully submitted that claims 3-72 are in condition for allowance and that each point raised in the Office Action has been fully addressed. Therefore, it is respectfully requested that the rejections be withdrawn and that the case be processed to issuance in accordance with Patent Office Business.

If the Examiner believes that there are any issues that can be resolved by a telephone conference, or that there are any informalities that can be corrected by an Examiner's amendment, please contact James Schutz at 404.885.3498.

Respectfully submitted,

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